



**Euromonitor
International**

Premium Beauty and Personal Care in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales, driven by search for more affordable alternatives during economic downturn
L'Oréal extends its share despite challenges in the market
A core consumer base continues to value premium beauty and personal care products

PROSPECTS AND OPPORTUNITIES

With demand for improved hair quality, premium hair care is set to see a strong rise
Potential for premiumisation in baby and child-specific products
Innovations such as customised and natural products likely to be seen

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Beauty and Personal Care in China - Industry Overview

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DISCLAIMER

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